To: Heller, Edmund G., Polanco, Fernando A., Marsh, Christopher J., Reidy, Gerald J., Lustig, Charlotte E., Lesniewski, Ronald J., Imbriano, Michael A., Roseto, Joan M., Cosgrove, Bradley J., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Frosina, Anthony, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Reuter, Diane E., Fazio, Ronald A., Cruz, Harvey

From: Orourke, Rory

Posted: 11/24/97 15:25

Opened: 11/24/97 15:57

Subject: Salem Name Generation Cards

To: All Selling Reps

Attached is the latest tally of Salem name generation cards. Lets see who made the top 5 this week:

1. Rory O'Rourke - ROU
2. Joe Connolly - Nassau
3. Peter Fusco - Nassau
4. Margaret Hansen - Brooklyn
5. Art Lipson - Brooklyn

Sorry, Veronica and Ron. You got edged out.

Tally by Division:

384 Nassau (48/rep)
348 Brooklyn (35/rep)
265 Queens (22/rep)
176 Yonkers (20/rep)
173 Manhattan 16/rep)
130 Jersey City (14/rep)
116 ROU (116/rep)
86 North Jersey (12/rep)

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224	6,7,8,9,10	1229	
1225	6,9,10	ROM	
1226	6,8	PC	EC
1229	3,4,7,8,11,12	MC	PA
1240			
1244		RSM	RBM

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Lets welcome two new people to the Top 5:

Joe Connolly, nice job. But can you keep it up? We'll see next week.

Rory O'Rourke, " you are incredible!" From nowhere to number 1. What a guy!

Do I hear someone yelling, "foul?" Well, tough, just try to prove me wrong. My numbers are only slightly sleazy, but quite legitimate. Any card that arrives in the ROU without a name stamp immediately gets my name stamp. So, I want to thank all of my wonderful supporters out there for making me NUMBER ONE! OK, now that we have that straight, no more phone calls complaining, "You didn't give me credit for all the cards I sent in." (For realism, use a very whinny voice when your say that.)

Source: https://www.industrydocuments.ucsf.edu/docs/flyn0000

Our total now is 1,678 Salem name generation cards. I know there are more out there because we still have some people who have not sent any in. Salem needs these cards IMMEDIATELY. Contests are fine, but, we are talking about getting product in the hands of competitive smokers. Holding cards until the last minute delays getting our message to potential new smokers. (Ya see, these people have money that belongs to us, but they keeping giving it to Lorillard. The nerve of them!)

Lets go over the rules one more time.

>> Competitive menthol smokers (preferable Newport)
>> between the ages of 21 and 34 (Actually, it should be 21 - 29. That is the age group that is more willing to change their brand.)
>> Make sure the card is completely filled out. (age, signature, usual brand and name stamp. Or, if you are a friend of Rory, leave off the name stamp so I can keep my number one ranking. "It's good to be the ROM"
>> Mail to the ROU weekly. Don't hold onto any cards. We need them NOW!

I will communicate the next tally the week of December 8th. Plenty of time to get tons more name generation cards.

Think "PARTY TIME"

CC: McHugh, Michael, Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Gambardella, Mark R., Brown, Greg, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA) DDA:MSMAIL=RJRWS/RJRPO4/KERIGAJ; O=RJREM; P=WSX400; A=RJR; C=US DDA:MSMAIL=RJRWS/RJRPO4/MALLOYS; O=RJREM; P=WSX400; A=RJR; C=US

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Source: https://www.industrydocuments.ucsf.edu/docs/flyn0000

Salem - Name Generation Cards

Name	Division	11/11/97	11/18/97	
Rory O'Rourke	ROU	100	**116**	
Joe Connolly	Nassau	22	**101**	
Peter Fusco	Nassau	**47**	**91**	
Margaret Hansen	Brooklyn	**60**	**87**	
Art Lipson	Brooklyn	**58**	**68**	
Veronica Azzara	Queens	**42**	57	
Ron Segelke	Nassau	**55**	55	
Marty P. Perskin	Queens	37	49	
Joan M. Roseto	Manhattan	26	43	
Howard Schiller	Nassau	36	43	
Peter Santaniello	Yonkers	11	42	
Al Finkelstein	Brooklyn	40	40	
John F. Reilly,III	Jersey City	32	34	
Charlotte Lustig	Manhattan	10	31	
Jeffrey Watson	Brooklyn	28	30	
Mel Krivoshey	Brooklyn	22	30	
Gerard Reidy	North Jersey	15	28	
Wallace Colclough	Brooklyn	21	27	
Diane Reuter	Nassau	14	27	
Jimmy Li	Queens	24	27	
Laura Cafaro	Queens	19	27	
Richard Sorrentino	Nassau	18	26	
Nikki Ferrick	Queens	21	23	
Bernadette Impellizzeri	North Jersey	16	22	
Anthony Frosina	Yonkers	15	22	
Danny Many	Brooklyn	16	21	
Randi Gralla	Manhattan	21	21	
Tom McCarthy	Nassau	17	21	
Roy Haynes	Yonkers	17	21	
Sean Cleerdin	Jersey City	20	20	
Kevin O'Hare	Nassau	13	20	
Brad Cosgrove	Yonkers	20	20	
Sam Shlimoun	Yonkers	10	20	
Mike Meeker	Jersey City	19	19	
Joan Acevedo	Brooklyn	11	18	
Mike Cobucci	North Jersey	14	18	
Ellen Dogali	Jersey City	17	17	
Jim O'Neil	Yonkers	12	17	

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Salem - Name Generation Cards

Name	Division	11/11/97	11/18/97	
Johnathan Colon	Queens	2	15	
Melanie Gray	Brooklyn	10	14	
Juan Dominguez	Manhattan	14	14	
Hamilton Lantigua	Manhattan	14	14	
Lydell Thompson	Manhattan	14	14	
Harold Weinman	Queens	14	14	
Hector Cabrera	Brooklyn	13	13	
Harvey Cruz	Queens	12	12	
Richie Wendelken	Yonkers	12	12	
Fernando Polanco	Yonkers	0	12	
Manish Vora	Jersey City	10	11	
Joe Radtke	Queens	11	11	
Russ Backer	Queens	11	11	
Charles Dabaghian	Jersey City	10	10	
Michael Imbriano	Jersey City	10	10	
Aaron Kim	Manhattan	10	10	
Michael Milillo	Manhattan	10	10	
Ron Lesniewski	North Jersey	10	10	
Clyde Smith	Queens	10	10	
Ken King	Yonkers	10	10	
Henry Valderrama	Jersey City	7	9	
Kevin Lesler	Manhattan	9	9	
Ron Fazio	Queens	9	9	
Dan Harrington	North Jersey	8	8	
Chris Fabris	Manhattan	7	7	
Al Perez	Jersey City	0	0	
Christopher Marsh	Manhattan	0	0	
Edmund Heller	North Jersey	0	0	
	North Jersey	0	0	
John McNish	North Jersey	0	0	

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